

## CLAIMS

I claim:

1. A product container comprising;  
a plurality of deformable, resilient upper retention members, the retention  
members having a rounded free end;  
an upper rim, the plurality of upper retention members projecting from the upper  
rim;  
an inner side wall congruent with the upper rim;  
a plurality of deformable, resilient partial rings formed in the inner side wall;  
an outer side wall congruent with the upper rim;  
a base supporting the inner side wall and the outer side wall;  
a plurality of deformable, resilient lower retention members having rounded ends  
forming from a zero degree to a ninety degree angle extending from the base;  
a distal end of the product container having a distal wall congruent with the base  
and the inner side walls; a proximal end of the product container having a  
proximal wall congruent with the base and the inner side walls;  
a sleeve formed by the intersection of the inner side wall, the outer side wall, and  
the upper rim; and  
a stop in the upper rim toward the distal end of the product container wherein a  
display prong engageable with the stop allows the container to be in a tipped  
position;
2. A product container comprising;  
a plurality of resilient upper retention members;  
an upper rim, the plurality of upper retention members projecting from the upper  
rim;  
at least an inner side wall congruent with the upper rim;  
a plurality of side retention members projecting from the inner side wall;  
an outer side wall congruent with the upper rim;  
a base supporting the inner side wall and the outer side wall;  
a plurality of lower retention members connected to the base; a distal wall  
congruent with the base and the inner side walls;

a proximal wall congruent with the base and the inner side walls; a sleeve formed by the inner side wall and the outer side wall; and a stop in the upper rim.

3. The container of claim 2, wherein the upper retention members are arranged in an array.

5 4. The container of claim 3, wherein the array is about equally spaced apart.

5. The container of claim 3, wherein the upper retention members have a rounded free end.

6. The container of claim 2, wherein the upper retention members are about parallel to the base.

10 7. The container of claim 2, wherein the plurality of side retention members are vertical camber shaped projections.

8. The container of claim 2, wherein the plurality of side retention members are about equally spaced partial rings.

15 9. The container of claim 2, wherein the plurality of side retention members are about equally spaced vertical camber shaped projections.

10. The container of claim 2, wherein the plurality of lower retention members are deformable, resilient, about equally spaced apart opposing fingers forming a zero to ninety degree angle with the base.

20 11. The container of claim 10, wherein the opposing fingers form an approximately "V" shape.

12. The container of claim 2, wherein the plurality of lower retention members are resilient, about equally spaced apart rings.

13. The container of claim 12, wherein the rings are aligned in a row along the base of the container.

25 14. The container of claim 13, wherein the row is located in the center of the base.

15. The container of claim 2, wherein the plurality of lower retention members are a continuous sinusoidal member formed to engage the products.

16. The container of claim 2, wherein the sleeve is a lengthwise channel attached to the outer side wall.

17. The container of claim 2, wherein the stop in the upper rim is a circular indentation toward the distal end of the product container, the stop enabling the container to engage with a prong and to tip.
- 5 18. The container of claim 2, wherein the complete product container for displaying products is formed from a sheet of deformable resilient material.
19. The container of claim 18, further comprising a plurality of cuts indicating fold points in the sheet of deformable material.
- 10 20. A method for displaying a plurality of products comprising:  
folding a sheet including cut lines and fold lines for a product container by folding along the folding points and securing a plurality of flaps into a center cut using an adhesive; inserting products into a plurality of openings formed between resilient members;  
sliding the product container onto at least a rigid rod connected to a display board by inserting the rods through a sleeve of the product container; and  
15 pushing the product container toward the connected end of the rod until the tip of the rod rests in a stop in the sleeve of the product container, enabling the product container to assume a secure tipped position.
- 20 21. A method for displaying a plurality of products comprising:  
folding a continuous sheet including cut lines and fold lines into the shape of a product container, the product container having a sleeve;  
inserting a plurality of products into the product container;  
sliding the product container onto a rigid display fixture through the sleeves of the product container; and pulling the removably attached product container outward until a stop in the sleeve engages with a tip of the display fixture.
- 25 22. The method of claim 21, wherein the product container includes a plurality of upper retention members.
23. The method of claim 22, wherein inserting the products depresses the upper retention members.
- 30 24. The method of claim 21, wherein the rigid display fixture is a pegboard and rigid metal rods.

25. The method of claim 24, wherein the tip of the display fixture is a rod with a rounded end for engaging the stop in the upper rim of the product container.
26. A method for displaying a plurality of products comprising: providing a plurality of attachment mechanisms projecting from an attachment surface;  
5 inserting the attachment mechanism into a plurality of sleeves located in a product container; and  
seating the attachment mechanisms into a plurality of seats located in the sleeves so as to removably retain the product container, wherein the product can be displayed from the seated product container.
- 10 27. The method of claim 26, wherein the attachment mechanisms are rigid rods having rounded ends.
28. The method of claim 26, wherein the attachment surface is a pegboard.
29. A method of making a display container comprising: obtaining a sheet of resilient material;  
15 stamping a pattern for a display container from the resilient material; and  
folding the resilient material into a display container.
30. The method of claim 29, wherein the sheet is cross shaped and has four flaps.
31. The method of claim 29, wherein the pattern for the display container contains folding cuts to allow the material to be folded into the shape of a container.
- 20 32. The method of claim 29, wherein the sheet has a plurality of large flaps, the large flaps of the sheet are folded into the middle of the container, forming inner and outer side walls, and attached to the bottom of the container with adhesives.
33. The method of claim 32, wherein a plurality of opposing flaps to the large flaps are folded to form the shape of a product container.